



# **SOCIAL MEDIA PLAYBOOK**

# **THANKSGIVING**

# **SEAT BELTS**

## **2021**



## How to Use This Playbook

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This document is a social media playbook for the 2021 Thanksgiving seat belt campaign. It includes specific content and assets, along with instructions, to address drivers and encourage them to always wear their seat belt. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts throughout the year may help save lives.

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# Campaign Overview

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## Campaign Summary

Every Thanksgiving, Americans hit the road to gather with friends and family and celebrate what they are thankful for. After a year where many haven't been able to gather, this Thanksgiving especially will be meaningful for most and will lead many more to travel to see their loved ones. As people hit the roads, we need to remind them to wear their seat belts.

One in 10 Americans are still not buckling up when they get in their vehicle, and over half of those killed in crashes during the Thanksgiving holiday weekend were not buckled up. We need to raise awareness of the dangers associated with not wearing a seat belt and convince these holdouts to buckle up—every trip, every time.

## Objectives

- Increase public awareness of the dangers of not wearing a seat belt
- Reinforce positive actions of wearing a seat belt
- Decrease fatalities due to lack of seat belt use during the Thanksgiving holiday period



## Posting Strategy

The Thanksgiving period is from Wednesday, November 24 to Monday, November 29. We encourage you to begin posting on Saturday, November 20, as many families begin to travel for Thanksgiving festivities the weekend before. Posting should continue throughout the week leading up to Thanksgiving itself to keep messaging of wearing your seat belt at the front of drivers' minds as they travel to see friends and family. This campaign also provides an enforcement option for states that plan to conduct enforcement leading up to Thanksgiving. The enforcement option should only be used during those times.

Below are relevant hashtags to use when posting about the campaign:

- **#BuckleUp**
- **#Thanksgiving**
- **#HappyThanksgiving**
- **#TurkeyDay**
- **#GivingThanks**
- **#ClickItorTicket** (Enforcement only)



## Social Media Content

This section contains shareable social media content for the Thanksgiving seat belt campaign. Provided on pages [11-19](#) are downloadable graphics with accompanying posts that you can use or use as inspiration when sharing on your social media channels.



*On the left are two sample social media posts, one for Instagram and Facebook, using a square-shaped graphic and one for Twitter, using a rectangular graphic.*

On the following pages, you will see additional graphics and post examples in a variety of sizes for the campaign. Be sure to consider which social media platform your target audience typically uses when you choose the graphics and post content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

## Content Organization

The social media content is organized into sections based on creative concept and message. Both English and Spanish versions are provided for this campaign.

### English

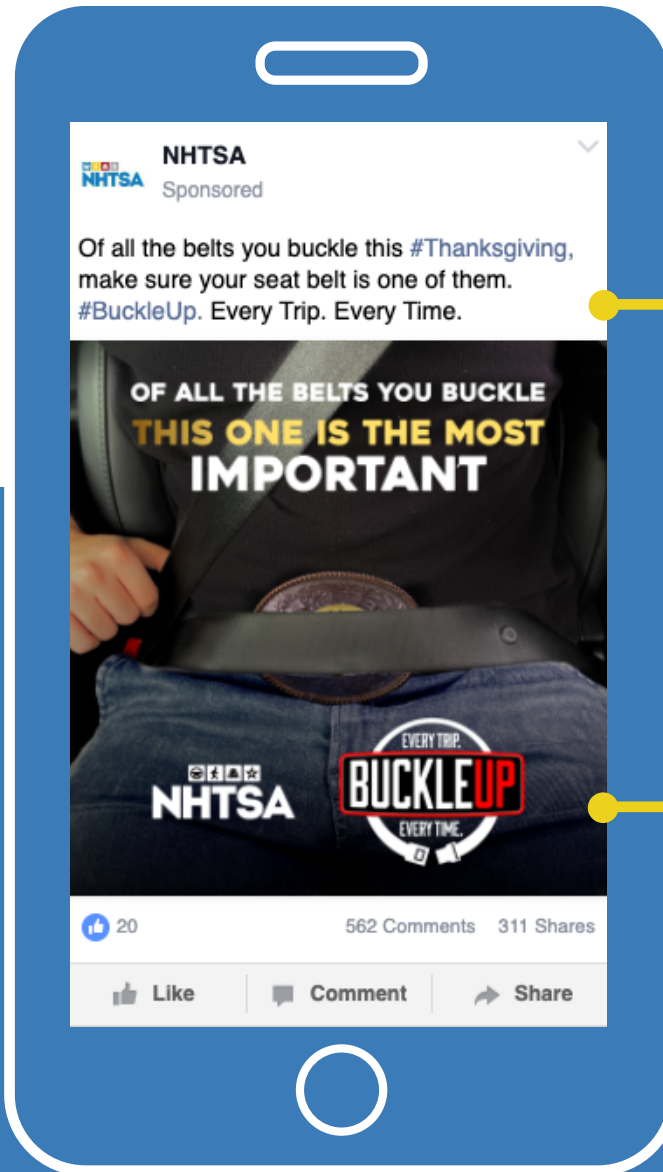
- Amig@s – Pg. [11](#)
- Belt “Belt” Buckles – Pg. [12](#)
- Belt “Belt” Buckles – Enforcement – Pg. [13](#)

### Spanish

- Amig@s – Pg. [14](#)
- Belt “Belt” Buckles – Pg. [16](#)
- Belt “Belt” Buckles – Enforcement – Pg. [18](#)

## Post Examples

Here is an example of how posts should look when published.



1

*Suggested copy from this playbook.*

2

*Downloaded graphic from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).*



## Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov) website.



Facebook/Instagram Posts  
1200x1200 (square)



Facebook/Instagram Stories  
1080x1920 (vertical)



Facebook/Instagram Posts  
1000x1200 (vertical)



Twitter Posts  
1200x675



## Animation vs. Static

Alongside the static graphics you see in this playbook, NHTSA also offers animated versions of most campaign assets in the same sizes. According to social media experts, posts with an animated graphic see 55% more engagement than those without and often generate 1200% more shares than text and static images combined.

(Source: [Social Media Today](#))



Animated graphics are uploaded to social platforms in the same way as static versions. Follow the step-by-step instructions provided by the platform during the upload process to easily incorporate animated graphics after downloading them from [trafficsafetymarketing.gov](https://trafficsafetymarketing.gov).

# Amig@s

## STEP

### 1 Download graphics.

Download the "Amig@s" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- It's been a while since we've all been able to gather and celebrate the holidays—let's make sure we all make it there safely. This **#Thanksgiving**, and every day, **#BuckleUp**. Every Trip. Every Time.
- We're all looking forward to many **#Friendsgiving** and **#Thanksgiving** celebrations after a long time apart—make sure you include your seat belt in your holiday plans. **#BuckleUp**. Every Trip. Every Time.
- Don't let your excitement to see friends and family at **#Thanksgiving** make you forget the essentials—like your seat belt. **#BuckleUp**. Every Trip. Every Time.
- Heading to a **#Friendsgiving** celebration? Make sure you **#BuckleUp**. Every Trip. Every Time.
- Make sure you and your friends make it to the **#Thanksgiving** celebration safely. **#BuckleUp**. Every Trip. Every Time.
- Remember your potluck dish, favorite board game and your seat belt when heading to **#Friendsgiving**! **#BuckleUp**. Every Trip. Every Time.
- Essentials for your **#Thanksgiving**: Turkey, mashed potatoes, gravy and your seat belt! When you hop into your car to go to the party, grab your essentials and **#BuckleUp**. Every Trip. Every Time.
- Every **#Friendsgiving** needs good food, good fun and good friends! Don't be the friend who doesn't make it by not wearing a seat belt. **#BuckleUp**. Every Trip. Every Time.
- The **#Thanksgiving** celebration needs you and your friends! Before you head out, make sure you **#BuckleUp**. Every Trip. Every Time.



# Belt “Belt” Buckles (Social Norming)

## STEP

### 1 Download graphics.

Download the “Belt “Belt” Buckles” graphic below at: [Traffic Safety Marketing](#)



#### Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Buckles and belts go together like turkey and mashed potatoes. Make sure you don't miss out on the most important combination, buckling your seat belt. Always **#BuckleUp**. Every Trip. Every Time.
- Your closet may be full of belts and buckles to choose from; however, there is one belt you should always buckle—your seat belt. **#BuckleUp** this **#Thanksgiving**. Every Trip. Every Time.
- Of all the belts you buckle this **#Thanksgiving**, make sure your seat belt is one of them. **#BuckleUp**. Every Trip. Every Time.
- It may be tough to buckle your belt after **#Thanksgiving** dinner, but your seat belt will always fit! **#BuckleUp**. Every Trip. Every Time.
- Your seat belt may not have a fancy buckle, but it's an essential part of your **#Thanksgiving** outfit when you're in the car. **#BuckleUp**. Every Trip. Every Time.
- Wearing a belt buckle with your **#Thanksgiving** outfit can be a tough decision. Wearing a seat belt when you're in the car is the no-brainer. **#BuckleUp**. Every Trip. Every Time.
- Make your seat belt a key part of your **#Thanksgiving** outfit. **#BuckleUp**. Every Trip. Every Time.

# Belt "Belt" Buckles (Enforcement)

## STEP

### 1 Download graphics.

Download the "Belt "Belt" Buckles" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- For some, a belt buckle is essential **#Thanksgiving** party attire. But make sure you aren't missing out on the most important, life-saving buckle – your seat belt. **#ClickItorTicket**
- Your closet may be full of belt buckles to choose from; however, there is one buckle you should always wear—your seat belt. This **#Thanksgiving** makes sure your seat belt is buckled to avoid a ticket. **#ClickItorTicket**
- Of all the belts you buckle this **#Thanksgiving**, make sure your seat belt is one of them. It keeps you safe and keeps money in your pocket. **#ClickItorTicket**
- It may be tough to buckle your belt after **#Thanksgiving** dinner, but your seat belt will always fit! Steer clear of tickets and keep your seat belt buckled when you're in the car. **#ClickItorTicket**
- Your seat belt may not have a fancy belt buckle, but it's just as important to include in an essential part of your **#Thanksgiving** outfit when you're in the car. Avoid putting a damper on your holiday celebration and **#ClickItorTicket**.
- Wearing a belt buckle with your **#Thanksgiving** outfit can be a tough decision. Wearing a seat belt when you're in the car is the no-brainer. Don't let your **#Thanksgiving** be ruined with a ticket. **#ClickItorTicket**

# Amig@s Spanish

## STEP

### 1 Download graphics.

Download the "Amig@s" graphic below at:  
[Traffic Safety Marketing](#)



## Sizes Available:



Facebook/Instagram Posts  
1000x1200  
1200x1200

Facebook/Instagram Stories  
1080x1920



Twitter Posts  
1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Hace tiempo que no nos juntamos para celebrar las fiestas. Vamos a planear para llegar de la forma más segura. Este **#Thanksgiving**, y todos los días, **#Abróchate**. En Todo Viaje. Todo el Tiempo.

*Translation: It's been a while since we've all been able to gather and celebrate the holidays—let's make sure we all make it there safely. This **#Thanksgiving**, and every day, **#BuckleUp**. Every Trip. Every Time.*

- ¡Para celebrar **#Thanksgiving** necesitas estar tú y tus amigos! Antes de salir **#Abróchate**. En Todo Viaje. Todo el Tiempo.

*Translation: The **#Thanksgiving** celebration needs you and your friends! Before you head out **#BuckleUp**. Every Trip. Every Time.*

- Asegúrate que tú y tus amigos lleguen a celebrar **#Thanksgiving** sanos y salvos. **#Abróchate**. En Todo Viaje. Todo el Tiempo.

*Translation: Make sure you and your friends make it to the **#Thanksgiving** celebration safely. **#BuckleUp**. Every Trip. Every Time.*

- Durante el fin de semana de **#Thanksgiving** del 2019, murieron la mitad de las personas que no llevaban abrochado el cinturón de seguridad cuando chocaron.

*Translation: In 2019, during **#Thanksgiving** weekend, half of the people that were not wearing their seat belt when they crashed, died.*

- Aún en estos tiempos, 1 de cada 10 personas no se abrocha el cinturón de seguridad. Y la mitad de ellos mueren durante un choque.

*Translation: In this day and age, 1 in 10 people still don't buckle their seat belt. And half of them die during a crash.*

# Amig@s (Continued) Spanish



## STEP

### 1 Download graphics.

Download the "Amig@s" graphic below at:  
[Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Después del encerrón, muchos van a salir a celebrar el fin de semana de **#Thanksgiving**. Por favor, **#Abróchate** el cinturón en cada viaje.

*Translation: After the lock down, many are going to go out to celebrate on **#Thanksgiving** weekend. Please **#BuckleUp** your seat belt every trip.*

- ¿Te urge celebrar **#Thanksgiving** con tus amigos y familia? **#Abróchate** el cinturón de seguridad primero.

*Translation: Are you eager to celebrate **#Thanksgiving** with your friends and family? **#BuckleUp** your seat belt first.*

- Para llegar seguros a celebrar con los amigos y familiares en **#Thanksgiving**, **#Abróchate** el cinturón todo el tiempo.

*Translation: To arrive safely to celebrate with friends and family in **#Thanksgiving**, **#BuckleUp** your seat belt all the time.*

- Durante **#Thanksgiving** hay más vehículos y riesgos en la carretera. **#Abróchate** siempre el cinturón para viajar seguro.

*Translation: There are more vehicles and risks on the road during Thanksgiving. Always **#BuckleUp** your seat belt to travel safely.*

- Este **#Thanksgiving**, antes de salir a la carretera a celebrar con tus amigos y familiares, **#Abróchate** el cinturón siempre.

*Translation: This **#Thanksgiving**, before going out on the road with friends and family, always **#BuckleUp** your seat belt.*



# Belt “Belt” Buckles (Social Norming) Spanish

## STEP

### 1 Download graphics.

Download the “Belt “Belt” Buckles” graphic below at: [Traffic Safety Marketing](#)



## Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Puedes tener muchos cinturones en tu armario, sin embargo, hay un cinturón que siempre debes usar, tu cinturón de seguridad. **#Abróchate** este **#Thanksgiving**. En Todo Viaje. Todo el Tiempo.

Translation: Your closet may be full of belt buckles to choose from; however, there is one buckle you should always wear—your seat belt. **#BuckleUp** this **#Thanksgiving**. Every Trip. Every Time.

- Es difícil abrocharse el cinturón después de la cena de **#Thanksgiving** ¡pero tu cinturón de seguridad siempre te va a quedar bien! **#Abróchate**. En Todo Viaje. Todo el Tiempo.

Translation: It may be tough to buckle your belt after **#Thanksgiving** dinner, but your seat belt will always fit! **#BuckleUp**. Every Trip. Every Time.

- Usar un cinturón para la cena de **#Thanksgiving** puede ser problemático. Usar un cinturón cuando estás en el vehículo es obvio. **#Abróchate**. En Todo Viaje. Todo el Tiempo.

Translation: Wearing a belt buckle with your **#Thanksgiving** outfit can be a tough decision. Wearing a seat belt when you're in the car is the no-brainer. **#BuckleUp**. Every Trip. Every Time.

- Este **#Thanksgiving**, maneja seguro y **#Abróchate** el cinturón siempre. 1 de cada 10 personas no lo hace y la mitad muere cuando chocan.

Translation: This Thanksgiving, drive safely and **#BuckleUp** always. 1 in 10 people don't do it and half die when they crash.

# Belt "Belt" Buckles (Social Norming) Spanish

## STEP

### 1 Download graphics.

Download the "Belt "Belt" Buckles" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- No importa cuál cinturón te gusta más, el "cinturón de seguridad" es el que te salva la vida.  
*Translation: It doesn't matter what belt you like the best, the "seat belt" is the one that saves your life.*
- Este **#Thanksgiving** todos vamos a usar un cinturón. Pero que el "cinturón de seguridad" sea el más importante.  
*Translation: This **#Thanksgiving**, we're all going to wear a belt. But let your "seat belt" be the most important one.*
- Este es el año que más gente va a viajar en la carretera durante el fin de semana de **#Thanksgiving**. Disminuye el riesgo y **#Abróchate** el cinturón de seguridad.  
*Translation: This is the year that more people are going to travel on the road during **#Thanksgiving** weekend. Lower the risk and **#BuckleUp** your seat belt.*

# Belt “Belt” Buckles (Enforcement) Spanish

## STEP

### 1 Download graphics.

Download the “Belt “Belt” Buckles” graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Puedes tener muchos cinturones en tu armario, sin embargo, hay un cinturón que siempre debes usar, tu cinturón de seguridad. Este **#Thanksgiving** asegúrate de abrochar tu cinturón de seguridad para evitar una multa. **#AbrochadoOMultado**

*Translation: Your closet may be full of belt buckles to choose from; however, there is one buckle you should always wear—your seat belt. This **#Thanksgiving** makes sure your seat belt is buckled to avoid a ticket. **#ClickItorTicket***

- Es difícil abrocharse el cinturón después de la cena de **#Thanksgiving** ¡pero tu cinturón de seguridad siempre te va a quedar bien! Evita las multas y mantén abrochado tu cinturón de seguridad cuando estés dentro del vehículo. **#AbrochadoOMultado**

*Translation: It may be tough to buckle your belt after **#Thanksgiving** dinner, but your seat belt will always fit! Steer clear of tickets and keep your seat belt buckled when you're in a car. **#ClickItorTicket***

- Usar un cinturón con tu ropa para la cena de **#Thanksgiving** puede ser una decisión difícil. Usar un cinturón de seguridad cuando estás en el vehículo es obvio. No dejes que una multa arruine tu **#Thanksgiving**. **#AbrochadoOMultado**

*Translation: Wearing a belt buckle with your **#Thanksgiving** outfit can be a tough decision. Wearing a seat belt when you're in the car is the no-brainer. Don't let your **#Thanksgiving** be ruined with a ticket. **#ClickItorTicket***

- 9,466 personas murieron en choques por no usar su cinturón de seguridad en el 2019. Este **#Thanksgiving**, abróchate el cinturón de seguridad o recibe una multa. **#AbrochadoOMultado**

*Translation: 9,466 people died because they didn't wear a seat belt in 2019. This **#Thanksgiving**, buckle up or get a ticket. **#ClickItorTicket***



# Belt "Belt" Buckles (Enforcement) Spanish

## STEP

### 1 Download graphics.

Download the "Belt "Belt" Buckles" graphic below at: [Traffic Safety Marketing](#)



Sizes Available:



Facebook/Instagram Posts

1000x1200  
1200x1200

Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

## STEP

### 2 Combine with suggested copy below or feel free to draft your own:

Copy/paste one of the suggested posts below.

- Este **#Thanksgiving**, no importa si eres el conductor o el pasajero, si no usas el cinturón de seguridad vas a recibir una multa. **#AbrochadoOmultado**.  
*Translation: This Thanksgiving, it doesn't matter if you're the driver or the passenger, if you don't buckle up you'll get a ticket. **#ClickItorTicket**.*
- Este **#Thanksgiving**, **#Abróchate** el cinturón o recibe una multa. **#AbrochadoOmultado**.  
*Translation: This **#Thanksgiving**, **#BuckleUp** or get a ticket. **#ClickItorTicket**.*
- El cinturón de seguridad salva miles de vidas al año. Si vas a viajar este **#Thanksgiving**, **#Abróchate** o recibe una multa.  
*Translation: A seat belt saves thousands of lives a year. If you're going to travel this **#Thanksgiving**, **#BuckleUp** or get a ticket.*

## NHTSA Contact

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If you have questions about the Thanksgiving seat belt campaign, please contact Mike Joyce at [mike.joyce@dot.gov](mailto:mike.joyce@dot.gov).

